Visual Communication

**BACKGROUND**
Everywhere we go, we see and interpret many visual messages. Examples are signs, posters, television, computer graphics, etc. With information becoming more visual in nature it is important that youth understand the elements and principles of visual design.

**INTRODUCTION**
At some point in your life you may need to design a visual message. Let’s brainstorm a time you may need to create a visual message? Examples could include a poster to advertise a meeting, a brochure or newsletter for your organization, or a logo for club business. This activity will give a basic understand of how to structure visual information using the elements and principles of design. Visual communication is a blend of art and language targeted to a specific audience. The information is to persuade people to take action.

**WHAT TO DO**
Review the information in the Design Building Blocks Skill Sheet. Conduct the Design Principles: Emphasis warm-up activity. Divide into six groups and have each group create a different design. Each group will share their design with the large group then discuss the “Talking it over” questions.

Review the information in the Designing Symbols and Logos that Work Skill Sheets. Ask each group to design a personal logo using the instructions on the Design A Logo Skill Sheet.

**TALK IT OVER**
Talk about how they derived at their final design. How would you create a logo for a product that you weren’t familiar with?